

*Corporate Donor / Sponsor Pack*



 San José DANCE THEATRE

# Our History

Founded in 1965, San Jose Dance Theatre (SJDT) is a not for-profit classical ballet performance company and school, specializing in offering high quality productions and training for the community. The organization seeks to reflect the diversity of the greater San Jose community by providing access to classical and contemporary performances, quality community engagement opportunities and the development of the art form across the San Jose region and surrounding areas.

SJDT is home to the longest running Nutcracker production in San Jose, providing the community of San Jose and the greater South Bay with iconic performances for over 50 years. Our programs feature our professional artists working in collaboration with young dancers, to deliver extraordinary productions. We provide dance education that includes a pre-professional and open program, and since 2018 have built the program to accommodate over 100 dancers on a weekly basis.

The main objective is to give the community and dancers opportunities to perform in professional settings at a professional level.

In 2014, the school was reopened and now has over 100 students, growing at a 20% rate annually.

As an industry leader, the organization is known for its strong marketing campaigns and significant partnerships. We have developed strong relationships with theaters, national dance networks, and our community.

Over the next two to five years, SJDT will evolve to become San Jose's premier classical and contemporary dance company and one of the Bay Area's leading pre-professional dance institutions.





# What We Offer

As a performance company and dance training school, San Jose Dance Theatre's (SJDT) professional artists and students perform in venues throughout San Jose and the Bay Area. Audiences and presenters can be assured training and performances are delivered at the highest standards.

An annual season featuring three to four distinct shows is performed by the artists, with over 20,000+ people expected to see a performance by the company or academy students each year.

As a brand, SJDT has secured a strong presence within the dance community. Through a branding campaign involving a modern logo, selective imagery and a diverse repertoire, SJDT has managed to portray a vibrant, youthful presence. This has attracted a younger demographic to the organization.

The culture of SJDT's participants, whether professional or training artists, is strictly monitored by the Artistic Director and Associate Director. The ethos of the organization is to provide an inclusive team environment, where everyone works together and supports one another to celebrate our differences.

SJDT's Training program overview:

- SJDT Professional Company
- Pre-Professional Division
- Open Training Division
- Children's Division & Adult Division





# Statistics

San Jose Dance Theatre is the largest dance organization in San Jose and performs across the San Francisco Bay Area. Being one of the oldest classical companies in the region, our brand is a well-established family name, known for its high-quality productions and community support programs.

## Our demographic is diverse

60% of the market = Age range from 8 - 35 years (Major purchaser of products, educational programs & tickets)

40% of the market = Age range from 35 - 60+ years (Major purchaser of Tickets)

Ticketing = 80% Female - 20% Male  
Products = 90% Female - 10% Male  
Educational = 85% Female - 15% Male

## Social Media Exposure:

Facebook - 2,000+ followers with 25% growth annually  
Instagram - 1,000+ followers with 35% growth annually

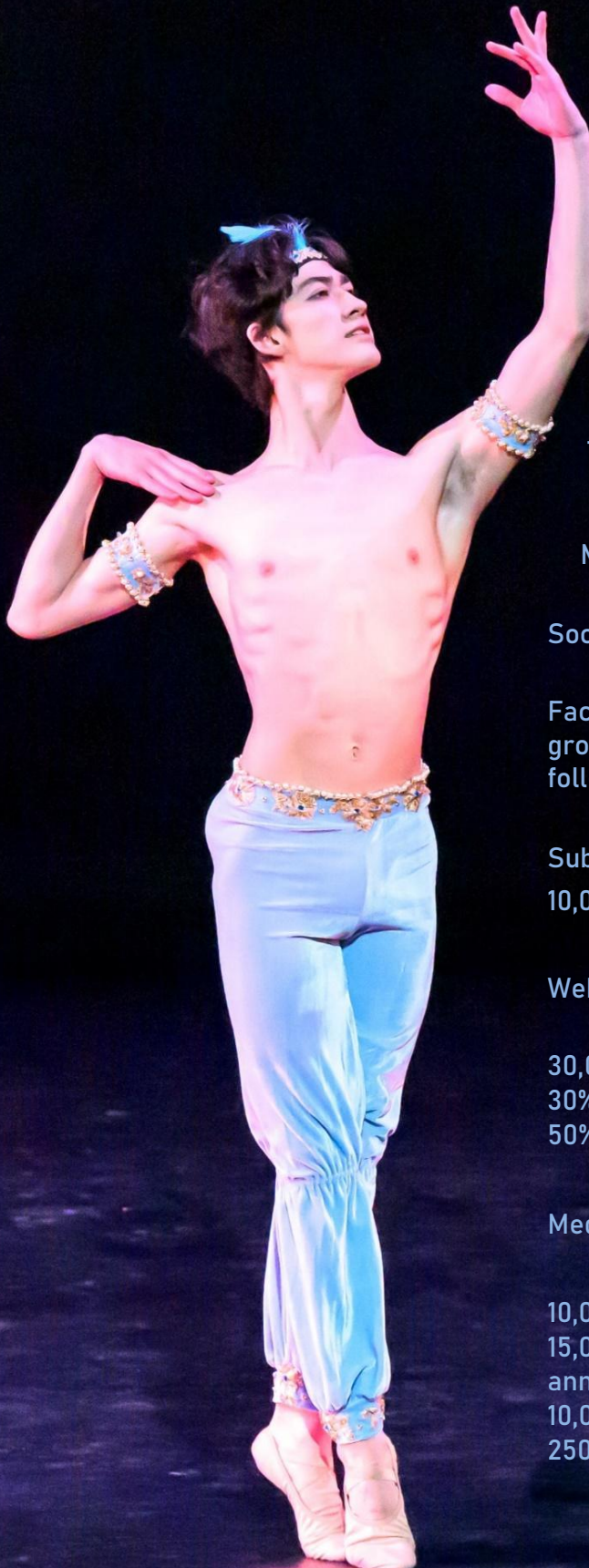
Subscribers (Direct mail)  
10,000+ Subscribers

## Website stats:

30,000+ Unique visits annually  
30% visiting educational information  
50% visiting show information

## Media:

10,000+ PR engagements annually  
15,000+ Posters/Fliers printed annually  
10,000 + Programs printed annually  
250,000+ Adverts present in Media





# How You Can Help

Being a Corporate donor or sponsor with San Jose Dance Theatre is mutually beneficial, with exposure to a diverse audience across the San Francisco Bay Area. Our rich repertoire reflects both the grace and strength of classical ballet and the energy and virtuoso performance of contemporary dance.

SJDT maintains reasonable ticketing prices, allowing all communities to enjoy the experience of this special art form.

SJDT's pioneering spirit

boldly breaks from convention, to create something more distinctive. Our sponsorships are tailored to meet your individual needs, while your support enables us to enrich and stimulate our audiences.

San Jose Dance Theatre is interested in a variety of support and welcomes in-kind sponsorship, donations, company matching, philanthropic investments, or a combination of the above.

In-kind support can be negotiated individually and is based on the needs of the company at the time.

San Jose Dance Theatre is currently interested in acquiring in-kind support for the following:

- Media Partner
- Marketing Partners
- Public Relations Services
- Legal Services
- Website Services
- Travel/Lodging Accommodations

Financial contributions are very welcome, to support the cost of dancers and performances. These costs make up a large portion of a dance company's budget and are essential to running a viable organization. The following pages outline some of the funding levels available to support, however other amounts can be negotiated. These should be used as a guide to agreements currently in place.



# *What Needs Your Support*

## **Our Productions**

It costs a considerable amount to fund each of our productions. Some costs are covered through ticket sales, but most is the result of our amazing supporters. As we grow larger and produce more productions we are looking for donors and sponsors to help us create world class art. These activities create high exposure with guaranteed brand positioning.

- October of each year – Our annual contemporary program  
2023 production will be “Dracula” – \$30,000
- December of each year – “The Nutcracker” – \$100,000
- February or March of each year –  
New innovative repertoire  
program– \$30,000

- May of each year is our main  
production with all new sets and  
costumes. The 2024 production  
will be “The Little Mermaid”  
– \$60,000

## **Large Venue Projector**

With technology changing the way that scenery and back drops are done, SJDT needs a Panasonic 3DLP Projector – \$100,000

## **The Dancers**

Each dancer costs between \$20,000 – \$40,000 per season. We want to build a strong professional Company for San Jose through our amazing artists.

## **Performance Flooring**

San Jose Dance Theatre requires performance flooring to ensure dancers are kept safe while on stage. \$8,000 one-time cost.

## **Barres and Mirrors**

There are many new items needed for our current studios, including Barres and Mirrors – \$6000

## **Pointe Shoes for Company Dancers**

Each season, SJDT provides pointe shoes for our company dancers – \$4,000





# Corporate Level Sponsorships



## Gold Sponsor

Whole Season - \$89,600

Sponsor all of our company dancers for the entire 2023-24 season

### Benefits:

- ✚ Thank you with on-stage 2 minute speaking platform during curtain speech for all productions
- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances
- ✚ Access to the dancers for photo shoots, videos, appearances, and promotions
- ✚ Full page ad in all programs & mention on our social media & website
- ✚ 40 complimentary tickets to each production
- ✚ Walk on role in each production
- ✚ Sponsorship/Company logo listed on all marketing material for the season

## Silver Sponsor

Per Half Season - \$44,800

Sponsor all of our company dancers for a 1/2 season in 2023-24 season

### Benefits:

- ✚ Thank you with on-stage 2 minute speaking platform during curtain speech during sponsored productions
- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances
- ✚ Access to the dancers for photo shoots, videos, appearances, and promotions
- ✚ 1/2 page ad in programs & mention on social media & website
- ✚ 20 complimentary tickets to sponsored productions
- ✚ Walk on role in 2 productions
- ✚ Sponsorship/Company logo listed on all marketing material for productions

## Bronze Sponsor

Per Production - \$22,400

Sponsor all of our company dancers for a production in 2023-24 season

### Benefits:

- ✚ Thank you with on-stage handshake during curtain speech during sponsored production
- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances
- ✚ Access to the dancers for photo shoots, videos, appearances, and promotions
- ✚ 1/4 page ad in program and mention on social media & website
- ✚ 20 complimentary tickets to sponsored production
- ✚ Walk on role in production
- ✚ Sponsorship/Company logo listed on all marketing material for production

Benefits	Gold	Silver	Bronze
On stage Thank you w/2 min. speaking platform	★	★	
Invitation to studio rehearsals & Special events	★	★	★
Invitation to pre-show receptions at performances	★	★	★
Access to company dancers for photo shoots, videos, appearances and promotions	★	★	★
Full page ad in all programs and special mention on our social media & website	★		
40 complimentary tickets to each production	★		
Walk on role in each production	★		
Sponsorship/Company logo listed on all marketing material for the season	★		
On stage Thank you w/handshake			★
20 complimentary tickets to sponsored productions		★	★
Walk on role in 2 productions		★	
1/2 page ad in programs & mention on our social media & website		★	
Sponsorship/Company logo listed on all marketing material for productions		★	
1/4 page ad in program and mention on our social media & website			★
Walk on role in sponsored production			★
Sponsorship/Company logo listed on all marketing materials for production			★

# Additional Sponsorship Opportunities

## Company Dancer Sponsorship

Sponsoring a dancer with a gift to SJDT ensures that our immensely talented dancers continue to bring top level performances to our local community. Your donation will help bring the highest level of artistry to the San Jose area and inspire future generations of dancers.



### Gift Levels:

#### Pointe Shoe Level – \$1,000

Each pair of pointe shoes costs \$100

##### Benefits

- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances

#### Production Level – \$4,500

Sponsor a professional dancer for one production

##### Benefits

- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances
- ✚ Opportunity to meet our company dancers for photoshoots at performances
- ✚ Quarter page ad in program

#### Half a Season Level – \$9,000

Sponsor a professional dancer for two of four productions

##### Benefits

- ✚ Thank you callout during curtain speech
- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances
- ✚ Opportunity to meet our company dancers for photoshoots at performances
- ✚ 8 complimentary tickets to each production
- ✚ Half page ad in programs & mention on social media

#### Full Season Level – \$18,000

Sponsor a dancer for your choice for the full 2023-2024 season

##### Benefits

- ✚ Thank you callout during curtain speech
- ✚ Invitation to studio rehearsals & special events
- ✚ Invitation to pre-show receptions at performances
- ✚ Access to the dancer for photo shoots, videos, appearances, promotions etc.
- ✚ Full page company ad in all programs & company logo on SJDT marketing material
- ✚ 20% discount on tickets to your clients
- ✚ 10 complimentary tickets to each production
- ✚ Full page ad in all programs & mention on our social media & website





# Marketing Strategy



SJDT has a multi-faceted marketing strategy, comprised of the following:

**Social media marketing** – As part of our on-line presence, we run consistent advertising through direct marketing, via social media and Google. These campaigns consist of show specific material, educational program information and general advertising for the company. We also deliver a large amount of posts through all social media platforms to generate interest among our followers, consisting of over 5,000 across our networks.

**Webpage** – Our webpage offers information about the company, programs, events and news and is updated on a regular basis.

**Online mail-out/database** – We produce an on-line mail-out which goes to our entire network on a bi-monthly basis containing all the information on the coming activities for the company. This network generates a lot of interest to our webpage and, in particular, largely correlates to ticket sales for each performance. Currently SJDT has over 10,000 subscribers.

**Fliers and distribution** – SJDT develops fliers for all of our shows and programs. These are delivered and distributed through on-line marketing, mailbox distribution and café/restaurant distribution.

**Poster distribution** – SJDT engages a poster distribution service for every season across the region, creating stronger performance awareness to ensure high ticket sales.

**In theater marketing** – Within all the theaters in which we perform, we supply fliers, posters and digital information for promotion of our performances. This is one of our highest ticket sale marketing strategies with 30% of ticket sales attributed to this.

**Magazine PR and paid advertising** – SJDT has regular advertising in each of the industry specific publications to develop brand awareness alongside current productions and programs. We also deliver extensive advertising across general media channels, where appropriate, to maximize ticket sales. We engage all newspapers and on-line sources with PR material, providing dancers for interviews and photo shoots to ensure the highest level of brand exposure on a regular basis.

**Radio** – Radio advertising is engaged at times for particular markets and generally attracts a more mature market to our performances.

Become Part of the SJDT Family!



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Thank you for your support!

